

# ARKANSAS RIVER VALLEY RURAL HEALTH COOPERATIVE

---

## Rural Health HCAP Issues

HCAP All Grantee Meetings  
Washington, D.C.  
January 21, 2004

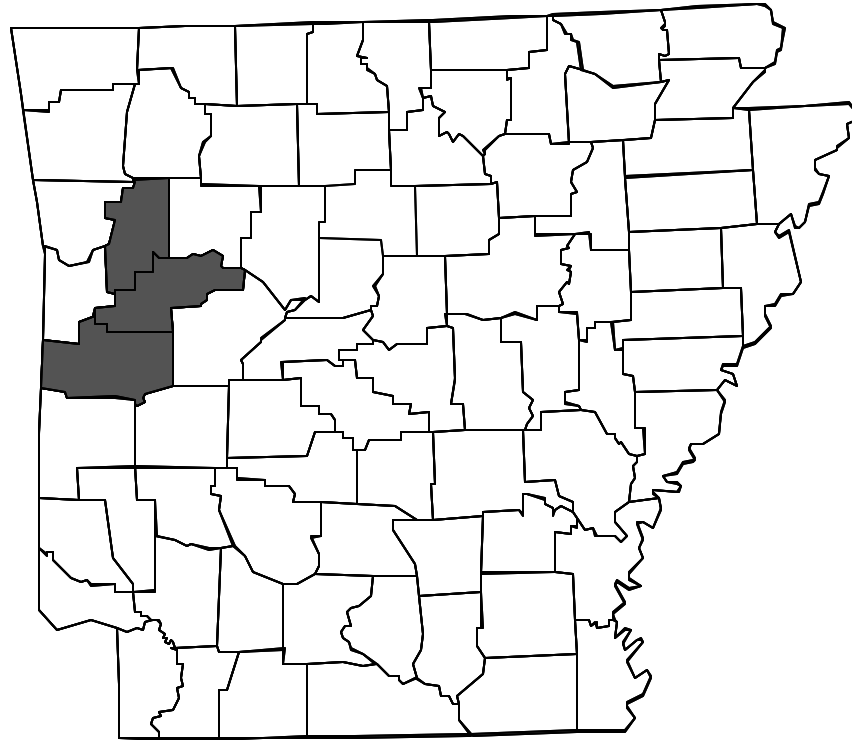
Presented by:

Bob Redford  
Executive Director, ARVRHC  
E-mail: [bredford@centurytel.net](mailto:bredford@centurytel.net)



# ARKANSAS RIVER VALLEY RURAL HEALTH COOPERATIVE, INC.

developing a vision for community-based rural health care



**Serving Franklin, Logan and Scott Counties**





RATCLIFF

POP. 191

*Community*  
**HealthLink**



A Venn diagram consisting of three overlapping circles. The top circle is labeled 'Health Care Access' in bold black text. The bottom-left circle is labeled 'Health Education & Disease Management' in gray text. The bottom-right circle is labeled 'Information & Assistance' in gray text. The circles overlap in the center, and the top circle overlaps with both the bottom-left and bottom-right circles. The entire diagram is enclosed in a thick dark gray rectangular border.

**Health  
Care  
Access**

**Health  
Education  
& Disease  
Management**

**Information  
&  
Assistance**

A Venn diagram consisting of three overlapping circles. The top circle is labeled 'Health Care Access'. The bottom-left circle is labeled 'Health Education & Disease Management'. The bottom-right circle is labeled 'Information & Assistance'. The circles overlap in various combinations, with the central intersection of all three being the most prominent area.

Health  
Care  
Access

**Health  
Education  
& Disease  
Management**

Information  
&  
Assistance

Health  
Care  
Access

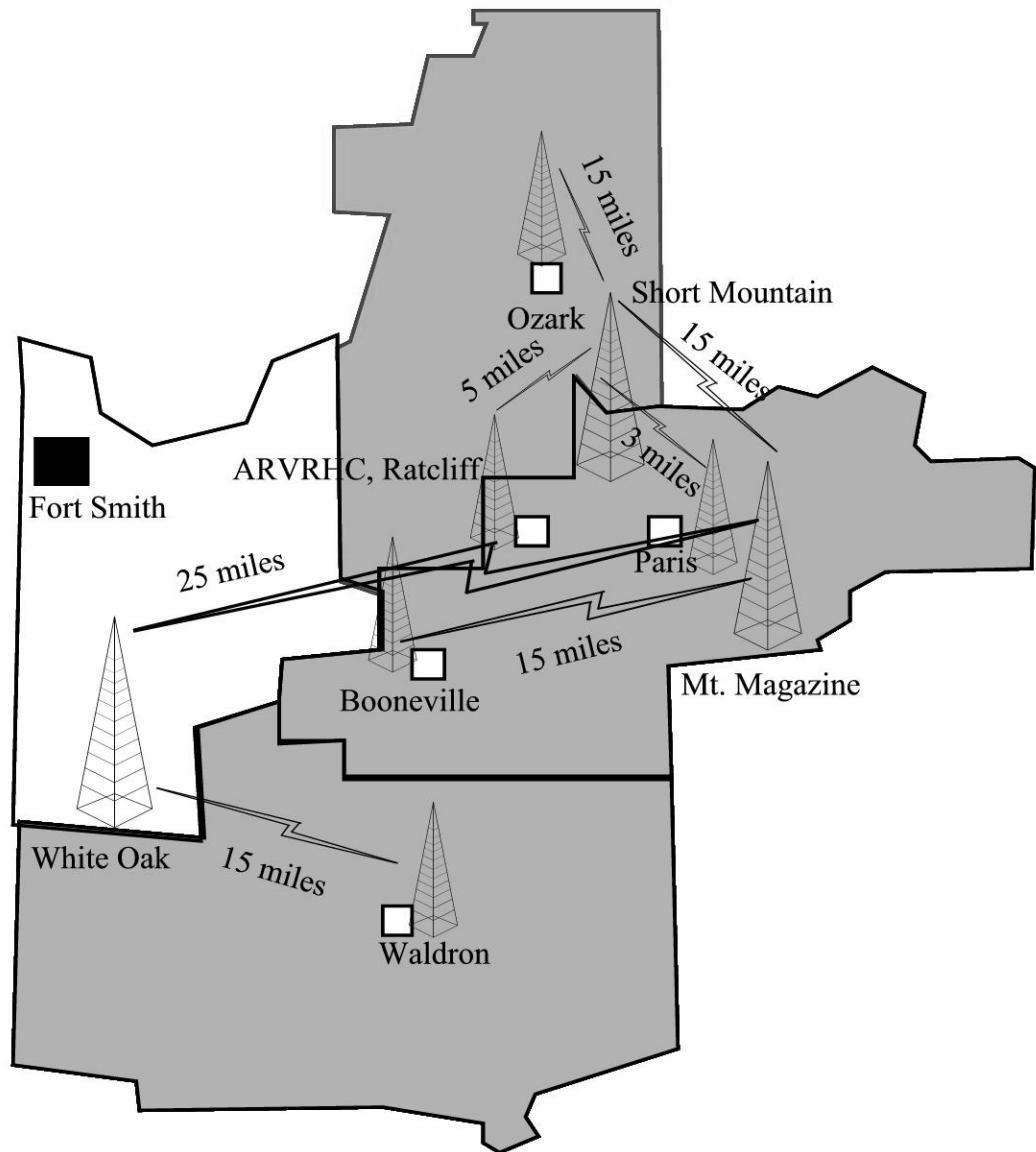
Health  
Education  
& Disease  
Management

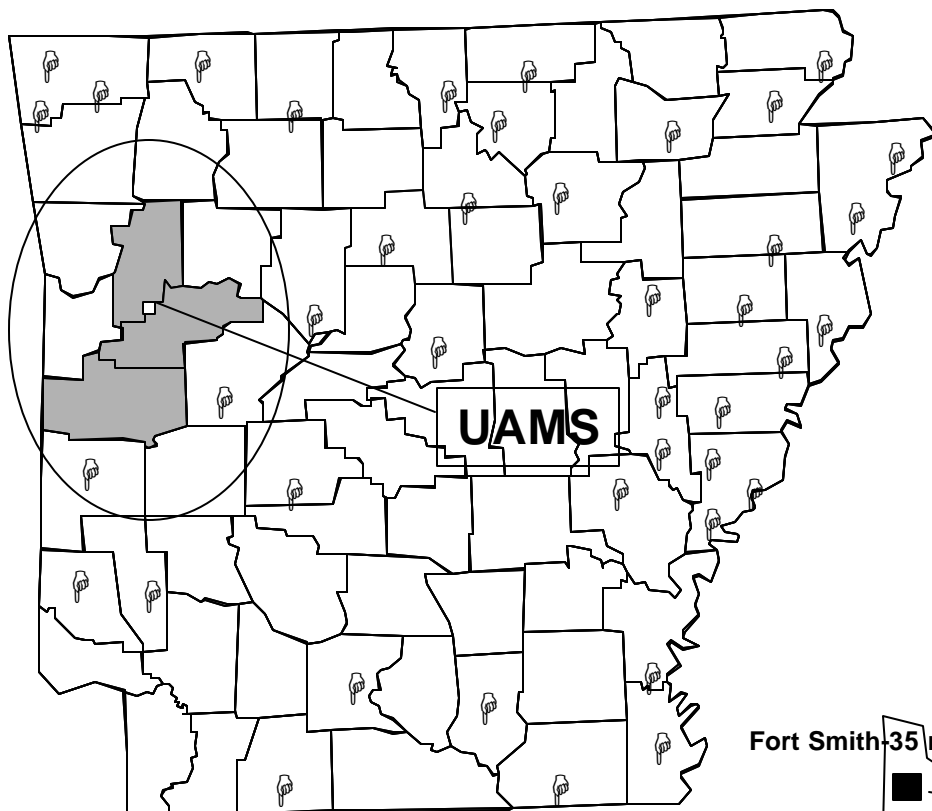
**Information  
&  
Assistance**



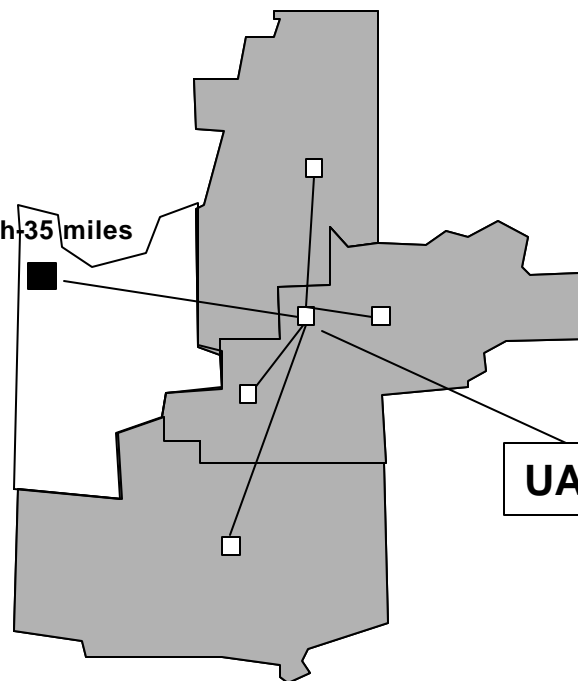
# SPECIAL PROJECTS

- CHC “New Start” Application
- Telehealth Network Development





Fort Smith 35 miles



UAMS – 130 miles

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability



# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# RURAL ISSUES

- 1) Credibility/Sphere of Influence
- 2) Turf Issues
- 3) Recruitment
- 4) Economies of Scale
- 5) Board/Community Involvement
- 6) Sustainability

# ACTUAL & PROJECTED PROGRAM (i.e. non-grant) INCOME

Income Source	Calendar Year				
	2001	2002	2003	2004	2005
Hospital Member Dues	12,800	12,800	9,600	12,800	16,000
PDAP Member Dues	8,900	41,500	86,500	201,600	252,000
HCAP Admin. Fees	---	4,500	8,500	30,000	72,000
Health Education Program	---	---	2,500	50,100	60,600
Telehealth Network	---	---	3,000	47,250	68,250
CWSP Contract	---	---	---	9,500	54,500
Other Income	---	---	4,500	8,600	10,600
TOTAL	21,700	58,800	114,600	359,850	533,950

# ADVICE

- Invest Wisely
- Never Miss a Chance to -  
Tell your Story
- Allow Yourself to -  
Move out of your comfort zone.

## Real innovation....

- Is sufficiently different to be dangerous
- Is change just this side of being ludicrous
- Skirts the edge of disaster without going over.

Real innovation is **SCARY**. It is anything but harmonious.

New Rules for the New Economy  
Kevin Kelly, Penguin Books

# **Contact Information:**

**Bob Redford**

**ARVRHC, Inc.**

**P.O. Box 208**

**Ratcliff, Arkansas 72951**

**Phone: (479) 635-4400**

**Fax: (479) 635-0561**

**E-mail    bredford@centurytel.net**